



# Role Profile

## COMMUNICATIONS OFFICER

|               |                              |       |            |
|---------------|------------------------------|-------|------------|
| Reference No. | A4409                        | Type  | Individual |
| Service       | Customer Service Improvement |       |            |
| Job Family    | Professional 3               | Grade | FC9        |

### Purpose

To provide expert advice and deliver efficient, effective and creative communications, that contribute to the delivery of priorities for the integrated health and social care partnership and associated services.

| <b>Task or Responsibility</b> - For this role, there is an expectation that all, or a combination, of the following will be undertaken:  | <b>Person Specification: Skills, Knowledge, Qualifications or Experience</b> - Criteria can apply to more than one task or responsibility                       | <b>E</b> | <b>D</b> |
|--|---|----------|----------|
| Providing expert strategic advice and guidance on communications strategy policy and evaluation to senior/elected members, managers and representatives from partner agencies.   | Educated to SCQF level 9, which includes a Degree or equivalent or substantial professional experience in a senior media relations or wider communications post | ✓        |          |
| Coordinating and delivering strategic communications across the Council, NHS Fife, Fife Partnership, Scottish Government, national agencies such as Police Scotland and other stakeholders as required.  | Evidence of continuing professional development relevant to this post   | ✓        |          |
| Leading and coordinating a programme of thematic work linked to strategic partnership priorities, with services and partners as required.  | Considerable, multi-disciplinary professional experience operating at a senior advisory level   | ✓        |          |
| Managing the news service by participating in the partnership teams as required - managing relationships with journalists - answering enquiries on behalf of the partnership, designing and implementing digital and print news strategy including social media, participating in 24 hour emergency communications service rotas and ensuring adherence at all time to legislative and legal requirements. | In-depth knowledge of media relations management and wider digital and traditional communications techniques  | ✓        |          |
|  | Ability to provide a regular and effective service  | ✓        |          |

E = Essential Criteria    D = Desirable Criteria

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|--|--|----------------------------------|----------|
| Developing, reviewing and improving communications policy and practice including planning and evaluation, digital communications and marketing, media relations, crisis management, campaigns and community engagement.  | Knowledge of wider public/private sector communication environments<br><br>Good judgement in dealing with complex, confidential or contentious issues quickly and accurately   |                                  | ✓        |
| Managing professional services with designated senior team/s, and ensure appropriate support and training is provided by leading on: <ul style="list-style-type: none"> <li>~ regular forward planning performance reviews.</li> <li>~ prioritising activity in the context of the wider council plan.</li> <li>~ designing and delivery of strategic communication plans including those to address critical issues.</li> <li>~ delivering effective media relations at a directorate level.</li> <li>~ managing ad-hoc requests for support.</li> <li>~ monitoring and, where appropriate initiating improvements in, the quality of communications service provided.</li> </ul> | Knowledge and understanding of the workings of local government and the delivery of effective and efficient communications solutions<br><br>Networking skills/networker<br><br>Experience of leading/making a positive contribution to change<br><br>Ability to set and prioritise workload, meet deadlines and react positively when under pressure | ✓<br><br><br>✓<br><br>✓<br><br>✓ |          |
| Developing, co-ordinating and leading internal and external customer-focused initiatives, campaigns, promotional activities and special events that improve the provision of information for both staff and customers and effectively promote key policy and service developments.   | Ability to advise and train senior officials and chief officers on media and communications techniques<br><br>Presentation skills  | ✓<br><br>✓                       |          |
| Critically developing and leading the training, use and championing of digital and social media communication channels, leading and coordinating improvements to corporate and promotional content online and identifying opportunities for development in partnership with other specialist teams.  | Ability to contribute to a comprehensive and pro-active media and communications strategy<br><br>Communication skills both oral and written  | ✓<br><br>✓                       |          |
| Preparing, negotiating and managing appropriate budgets for projects or activities as required.  | Critical and lateral thinking skills<br><br>Negotiation skills and ability to communicate effectively at all levels  | ✓<br><br>✓                       |          |

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|---|---|----------|----------|
|   | Financial Skills  | ✓        |          |
| Initiating and managing multi-disciplinary project teams drawn from within the partnership and other organisations as appropriate.  | Effective project, time and workload management skills  | ✓        |          |
| Representing the profession, service and/or partner at committees, exercises, consultation activities or other events as required both within the partnership and with external bodies. | Ability to work positively and effectively with others  | ✓        |          |
| Actively participating in and encouraging professional development.   | Experience and Demonstrating a strong commitment to corporate values and objectives   | ✓        |          |
|   | Leadership and team building skills   | ✓        |          |
| Contributing to other professional or partnership activities as required.   | Experience of and Demonstrating a commitment to improve standards in corporate communications   | ✓        |          |
| Undertaking all other duties as required for the role. Duties will be in line with the grade.   |   |          |          |

**Additional tasks or responsibilities** – this is a generic role, however this particular job may also require you to undertake the following:

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|---|---|----------|----------|
|   |   |          |          |
|   |   |          |          |
|   |   |          |          |

### Type of Protection of Vulnerable Groups Scheme (PVG Scheme) or Disclosure Check required

**Before confirming appointment:** You may be required to obtain PVG scheme membership or a Disclosure check. Please refer to the job advert for clarification of the specific requirement.

## Additional Information – the following information is available:

- Skills Framework (if applicable)
- **How** we work matters

## Expected Behaviours

Every council employee is expected to lead the way by making decisions and behaving in ways that uphold our community commitments and values.

Please refer to How We Work Matters Guidance to learn more.